

## **SSUDAC Meeting Summary**

### **November 21, 2013**

**Members Present:** Ernest Bland, Carmen Camacho, Don Hague, Jon Lourie, Suzy Zusy

**Members Absent:** Dan Figueroa, Dimitri Michaud, Ryan Riley, Melvin Tull, Yuri Van Mierlo

### **Call to Order and Introductions:**

- Mr. Don Hague, Vice Chair, called the meeting to order at 3:38 p.m.

### **Reports:**

#### **Urban District Report**

Ms. Yvette Freeman, Chief of Operations, Silver Spring Urban District

- The Urban District is currently working on leaf removal within the central business district.
- The Zombie Walk on October 26<sup>th</sup> had a large turnout. The route was modified slightly from previous years by going down Fenton St. due to DHCA streetscape work being done on Georgia Ave. A bomb threat at the Majestic Theater diverted the walk as the theater was evacuated. SSUD Red Shirts played a key role in supporting police efforts for the walk.
- The Thanksgiving Parade will take place Saturday, November 23<sup>rd</sup>. In Victor Salazar's absence, Richard Bingham has been working with SSUD staff members to prep for the event. The parade begins at 10 a.m. at the Civic Building and will end at Silver Spring Ave. Georgia Ave. will be open but traffic will be diverted in both directions. Two lanes will be open.
- Ms. Freeman recently did a walkthrough along Georgia Ave. with Rogers Stanley, the Fenton Village project manager and the Department of Housing and Community Affairs to examine the work being done as part of Fenton Village and to generate a "punch list."
- Rogers Stanley, the Fenton Village project manager, recently met with SHA and determined that there are some remaining issues with the grade of the SHA's ADA-compliant pedestrian ramps.
- SHA is continuing their work to construct new bus pads along Georgia Ave. Work scheduled for Saturday, November 23<sup>rd</sup> will be halted for the Thanksgiving parade.
- Ms. Carmen Camacho has been working with Urban District staff and Mr. Reemberto Rodriguez to plan a holiday celebration for SSUD Red Shirt

staff. The event will take place on Wednesday, December 11<sup>th</sup> from 2:00 to 4:00 p.m. at the Civic Building.

- A broken pipe has been releasing water in to the intersection at Colesville Rd. and East West Highway. WSSC is currently addressing the broken pipe. The SSUD also alerted WWSC about another water related issue on East West Highway, east of Colesville Rd.
- Mary Mulholland will be leaving Progress Place to pursue a new assignment. Ms. Freeman suggested that she would be replaced but that she was not sure who will be replacing Ms. Mulholland's position.

#### Police Briefing & Crime Report

Lt. Elizabeth Hattenburg, Montgomery County 3<sup>rd</sup> Police Precinct

- Lt. Hattenburg provided additional information about the Zombie Walk and the related bomb threat during the event. The Walk started an hour later than planned, but went smoothly until the theater bomb threat forced the route diversion.
- Montgomery County police officers utilized the Majestic Theater's security cameras to determine that the bomb threat was credible. Movie theater staff and police made the decision to evacuate the theater at 9:00 p.m. The police searched the theater. The theater was able to resume normal operations at 11:00 p.m.
- Lt. Hattenburg also reported that commercial robbery is up countywide. Robberies recently occurred at two different gas stations in the downtown area (one on Georgia Ave. and the other on Fenton St.).
- Construction on the new police station has been pushed back again; currently the target opening date is either January or February of 2014. The police officers on the second floor of the Fire Station One building will remain.
- The Thanksgiving Parade on November 23<sup>rd</sup> will have roads closed at 7 a.m. to funnel traffic appropriately. The parade will take place rain or shine.

#### Innovation Program/Nighttime Economy Overview

Dan Hoffman, Innovations Officer

- Dan Hoffman provided an overview of the work being done at the County's Innovation Program.
- Mr. Hoffman gave a brief overview of a few of the program's projects, including an autism technology project in collaboration with Montgomery County Public Schools, the interactive information kiosks in development for the downtown Silver Spring area and wearable cameras for police officers.

- The Innovation Program focuses on new, experimental and/or risky technology and products. Working on a small scale allows for minimal risk if a project is unsuccessful. The program focuses on small scale innovation projects with quick turnaround that can be easily scaled up if they prove to be successful.
- Mr. Hoffman also discussed “Data Montgomery,” the Innovation Program’s open data portal. The portal gathers all of the data the County collects in one place and allows various apps and programs to utilize it. One example of this is the real time parking availability data for Bethesda parking garages.
- The County Council has requested an implementation plan for the Data Montgomery portal for summer of 2014.
- A similar project to allow better access and usability for the County’s financial and budgetary data is also in the works. A tentative date of early spring has been set for the pilot of the budgetary data portal program.
- Mr. Hoffman also gave a brief overview of two projects being considered for Silver Spring’s nighttime economy initiative. They are street performers and food trucks.
- A set of guidelines for street performers is currently being developed, including a tentative 2 hour time limit on performances and no amplification allowed.
- Committee members asked various questions about the proposed street performer guidelines, including if auditions could be held and if there were any specific sites being discussed to be designated as specifically for street performance. Mr. Hoffman replied that auditions are held for paid street performers in the Bethesda area, which the Silver Spring program is not looking to do at this time. The tentative plan is to place removable markings on the sidewalk in various areas that allow for street performances and display the code of conduct in the performance area.
- The suggestion was made to utilize the Urban District’s Red Shirt team to identify a list of possible sites for performers.
- Innovations Program staff are also developing guidelines for food trucks and working to identify the operation sites, street signage and markings required.
- All of the sites for the trucks must be away from areas that violate County codes - fire lanes, pedestrian access areas, no parking zones and other similar areas. The trucks must not block brick and mortar

businesses and the truck vending sites should be located in that will support financial success for the trucks.

- The truck sites will be either 1-2 truck sites or 2-3 truck sites. Ms. Carmen Camacho asked if there will be a permitting process for the trucks at each site. Mr. Hoffman said that they intend to work on a first come, first served policy for the food truck sites with the possibility of a reservation system to eventually be implemented.
- All trucks must utilize a commercially licensed kitchen approved by the Department of Health & Human Services and a permit from the Department of Permitting Services.

#### City Place Mall Streetscape Presentation

Chris Duffy, Petrie Ross Ventures and Chris Bauer, CI Design

- The Ellsworth Place redevelopment team returned to the SSUD Advisory Committee to present details of the site's exterior amenities.
- The project is in the site plan approval phase and a demolition permit for the Mall's interior has been obtained.
- Exterior amenities include bike racks, benches and planters & tree pits.
- Mr. Ernest Bland asked about the original proposed outdoor eating area/patio on Fenton St. Mr. Duffy replied that that plan has since been abandoned as the tenant planned for that space has pulled out. It may return if another tenant expresses interest. The proposed patio space on Colesville Rd. & Fenton St. will be expanded.
- The exterior canopy structure and fountain at Colesville Rd. & Fenton St. will be removed and the existing column structure will be reworked. The planned Jumbotron at Colesville Rd. & Fenton St. remains as part of the external plan.
- Mr. Jon Lourie asked how the Jumbotron would be mounted. Mr. Bauer replied that it would be incorporated in to a portion of the new column structure.
- Mr. Lourie asked if the corner signage needed to be approved by the planning board. Mr. Bauman replied that since the changes are so minimal it does not.
- Michaels craft store will occupy space on the main level. The Galaxy Billiards pool hall will be removed and their Ellsworth Dr. entrance will become the entrance for Michaels.
- The old AMC 10 Theater space on level five will be converted to a Revolutions bowling alley.

- Confirmed retail tenants are Old Navy, Ross, Marshalls and Burlington Coat Factory. The existing Burlington Coat Factory store will be renovated.
- Mr. Bland asked about improved ADA access at mall entrances. Mr. Duffy replied that the planned additional entrances will reduce the distance that people have to travel to reach various areas within the mall.
- Demolition work on the interior of the site is scheduled for early 2014, with the fall of 2014 set for the start of construction. Late spring or early summer of 2015 is the anticipated timeframe for the new Ellsworth Place to open.
- Mr. Lourie asked if Park & Planning had asked the developers to install the planters at the entrance. Mr. Duffy replied that they had, but that the planters were also in place to tie the interior design to the exterior.
- Committee members suggested that smaller greenery would be advisable, and that having the benches around the exterior could encourage sitting on the planters. Ms. Freeman suggested adding a bar to the middle of the benches to prevent people from sleeping on them.
- Ms. Freeman asked about the bench and planter locations, as well as the kind of maintenance they would require and how much the metal is expected rust. Mr. Bauer responded that a portion of the benches and planters were on public property and would require SSUD maintenance. The planters currently being considered are a Corten material with a natural rust finish.
- Mr. Bland asked about if the plants in the planting boxes would be shrubs or a groundcover variety. Mr. Bauer said that both options are being considered.
- The grey concrete pavers currently in place outside of the mall will be removed and the standard brick for Silver Spring will be installed.
- Ms. Freeman asked what type of material is used for the benches. Mr. Bauer replied that the materials are metal and a recycled composite wood.
- Mr. Bland suggested using a non-ferrous metal or alloy for the benches, as well as reconsidering the layout of the external planters. Mr. Bauer said that the layout had been considered to avoid having the bike racks intrude on the pedestrian space.
- Mr. Bauman said that they are working to minimize any changes made to the historic section of the building to avoid the requirement of presenting to the Historic Preservation Office.

- Bed, Bath & Beyond had been approached as a prospective mall retailer but they have declined. Ms. Camacho suggested an email writing campaign to Bed, Bath & Beyond for them to their decision. Mr. Bland suggested that the Conference & Visitors Bureau could provide assistance.
- The entire site plan is available online at the Petrie Ross Ventures (<http://www.petrieross.com/portfolioDetailCityPlace.aspx?id=12>) and Citizens Advisory Board websites.
- Mr. Lourie proposed a motion to write a letter of support for the external amenities proposed, adding the Urban District's requirements for the types of materials used. Ms. Carmen Camacho seconded, and the motion passed unanimously.

#### Silver Spring Regional Area Director's Report

Mr. Reemberto Rodriguez, Director, Silver Spring Regional Center

- Citizens Brewing Co. will be opening a brewery at 1115 East West Highway in the summer of 2014.
- The Urban Butcher restaurant and butcher shop will be located at 8226 Georgia Ave., tentatively scheduled to open in December of 2013.
- Also coming to Silver Spring is Creative Colony, a collaborative coworking space for creative art and communication professionals.
- Various events, including a Yelp event were recently held at the Civic Building on November 18<sup>th</sup>, 2013.
- The AFI hosted the Silver Spring Community Stories Festival on November 18<sup>th</sup>, 2013.
- Forum Theater presented their Changing Neighborhoods event on November 18<sup>th</sup>, 2013, with a series of short works relating to the gentrification and the shifting communities of Maryland, Virginia and DC.
- The Fillmore hosted a Shepherd's Table open mic fundraiser event on Monday, November 18<sup>th</sup>, 2013.
- On November 16<sup>th</sup> and 17<sup>th</sup>, both the Wayne Ave. and Ellsworth parking garages were full in the evenings. Mr. Rodriguez emphasized that the department will work to promote the other garages in the area, including garages at Bonifant St. and Cameron St.
- Mr. Lourie requested there be an update on the Silver Spring Transit Center construction at the next meeting.

Meeting was adjourned at 5:33 p.m.